

2023학년도 2학기 [프로덕트 디자인]

지도교수 : 김도엽 교수님

Product Design

lala polaroid / digicam

Hanbat University
20222896 sohee.kim





성명 : 최봄이

나이 : 29세

직업 : 승무원

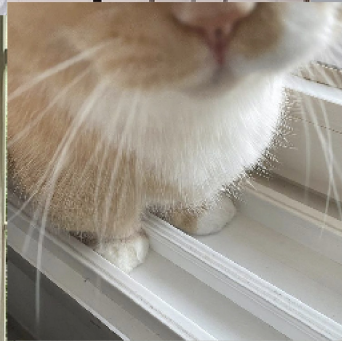
주거지 : 인천광역시

취미 : 쇼핑, 클라이밍

성격 : 여성스러운편



Retro, vintage, marriage preparation



List up



since. 1883



since. 1914



Canon

since. 1934



OLYMPUS

since. 1936



Nikon

since. 1948



SONY

since. 1985



FUJIFILM

since. 1986





Mapping _ Analysis

Canon
Lomo
Fujifilm-instax
Samsung
Olympus
Nikon
Sony
Kodak
Laica

film camera

digital camera



Mood Board 1

Concept_ *cute* atmospherev

Back ground

자연스러움과 흐르는 듯한 느낌의 연한 골드빛 아이템의 등장
사랑스러운 귀여운 아이템을 한정되어 선정한다

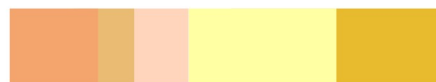
Color index



Jurassic Gold

Sunlight

Peach Bloom



Expression in Fashion



Expression in Product



Mood Board 2

Concept_ *classic* atmosphere

Back ground

톤다운된 그린 컬러와 고전적인 의미의 결코 변하지 않는
자연과 환경아이템을 위주로 클래식을 표현
전자기기이지만 자연의 색을 전한다

Color index



Green Glow

Eden

Oil Green

Avocado



Expression in Product



Expression in Fashion



Mood Board 3

Concept_ *feminine* atmosphere

Back ground

여성의 소유욕을 자극하는 페미닌하면서도 유니크한
아기자기함을 섞어 강하게 끌리는 핑크 요소를 저장한다

Color index



Candy Pink Rosewater Bubblegum Bright coral



Expression in Product

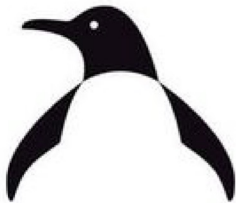
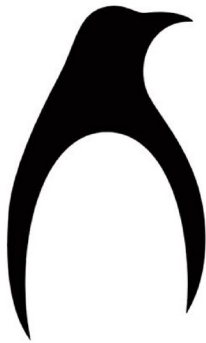
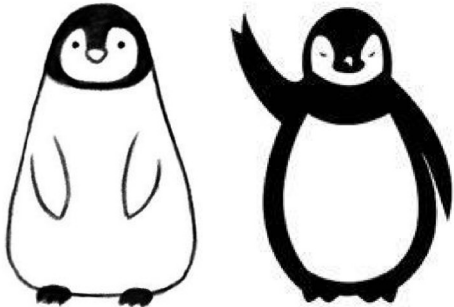
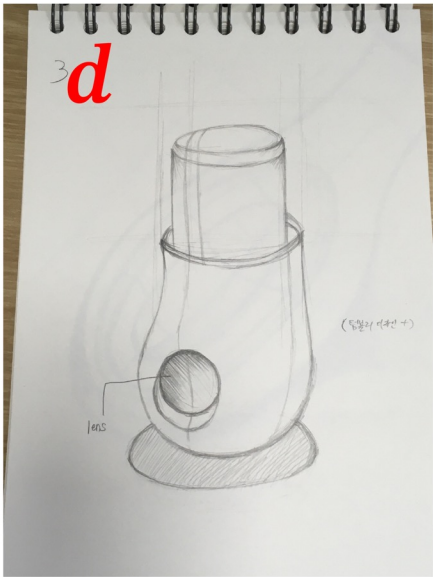
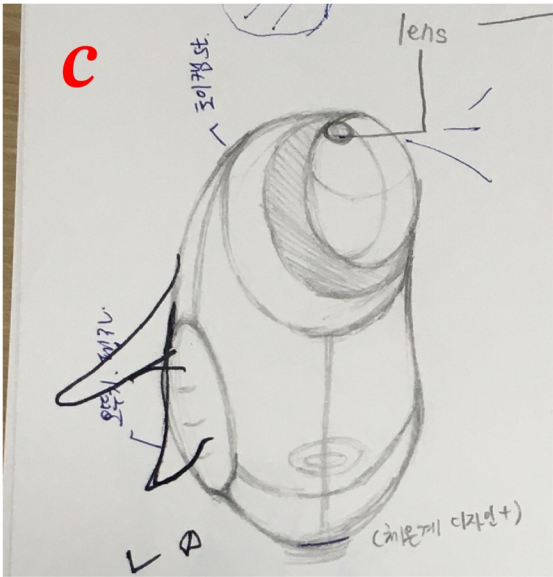
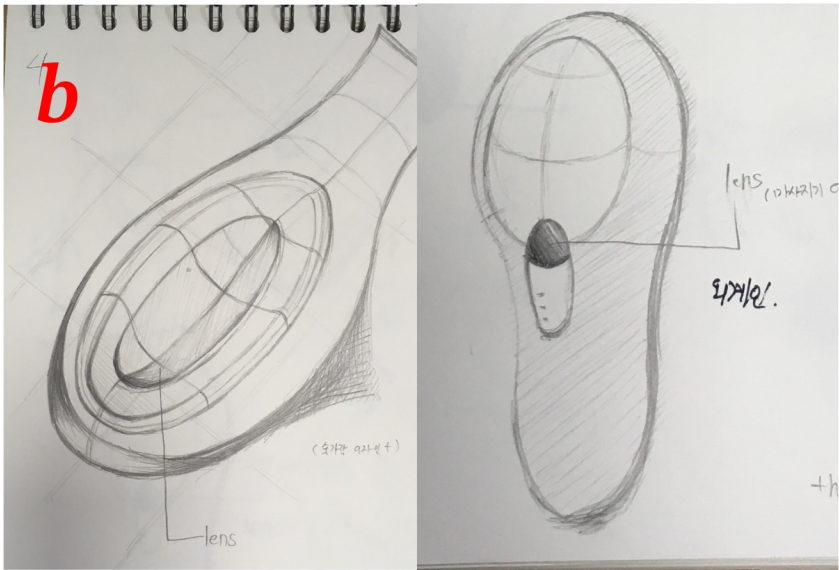
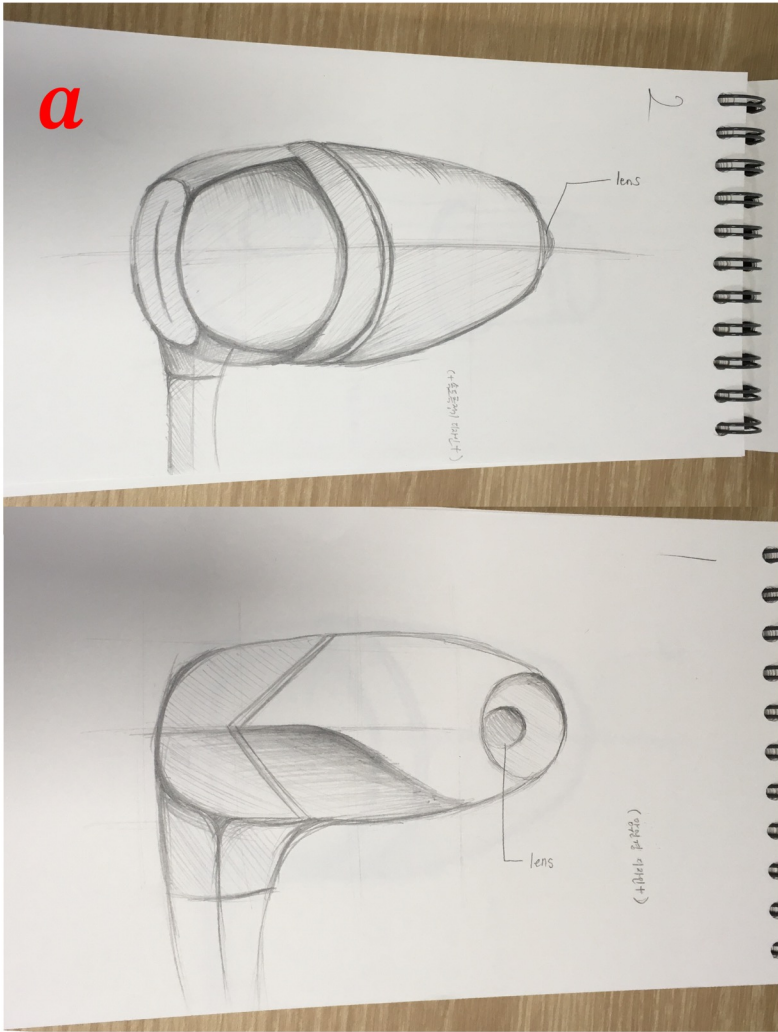


Expression in Fashion



Idea sketch

초기 아이디어 스케치



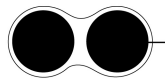
Idea sketch 2

선정 및 구체화 스케치

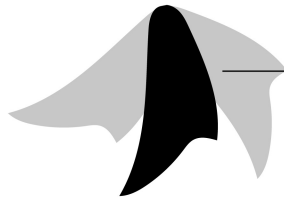


Idea sketch

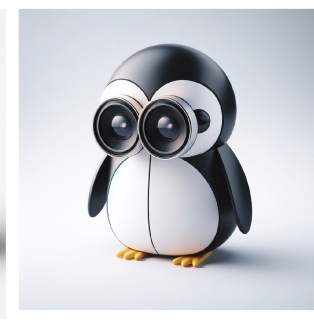
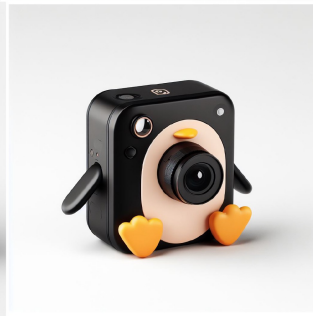
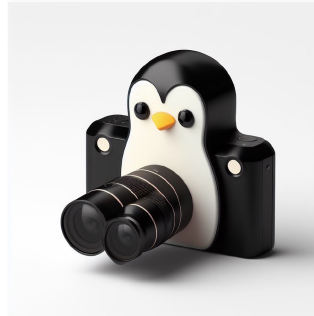
선정 디자인 구체화 작업 I



camera lens



handle grip



1



Snow
white

Color index



Idea sketch

선정 디자인 구체화 작업 I-II



camera lens



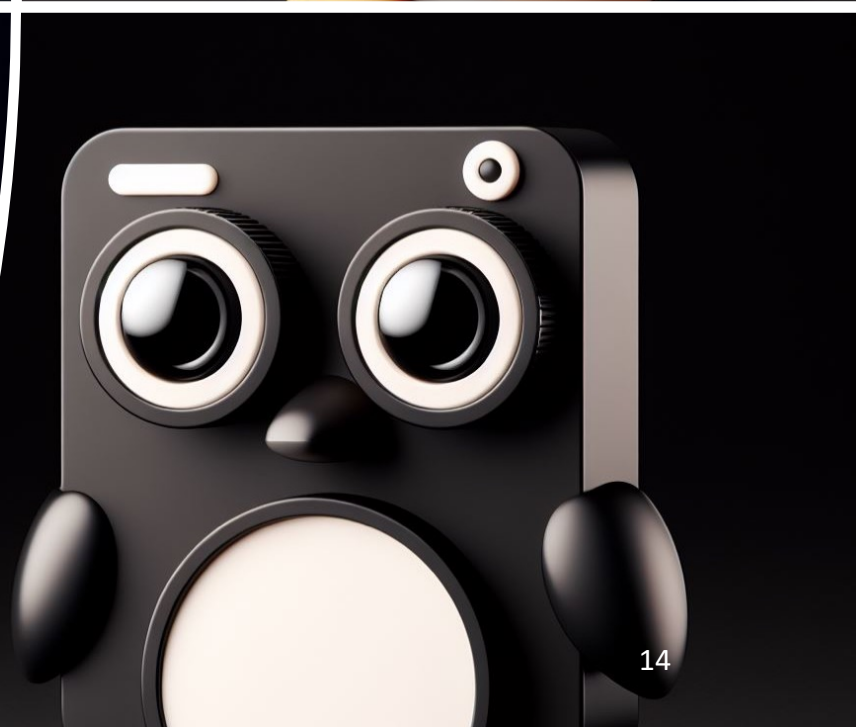
handle grip



1

Dark black

Color index





Cute yellow

Color index





Classic green

Color index





Feminine pink

Color index



END

Product Design

lala polaroid / digicam

Hanbat University

20222896 sohee.kim

